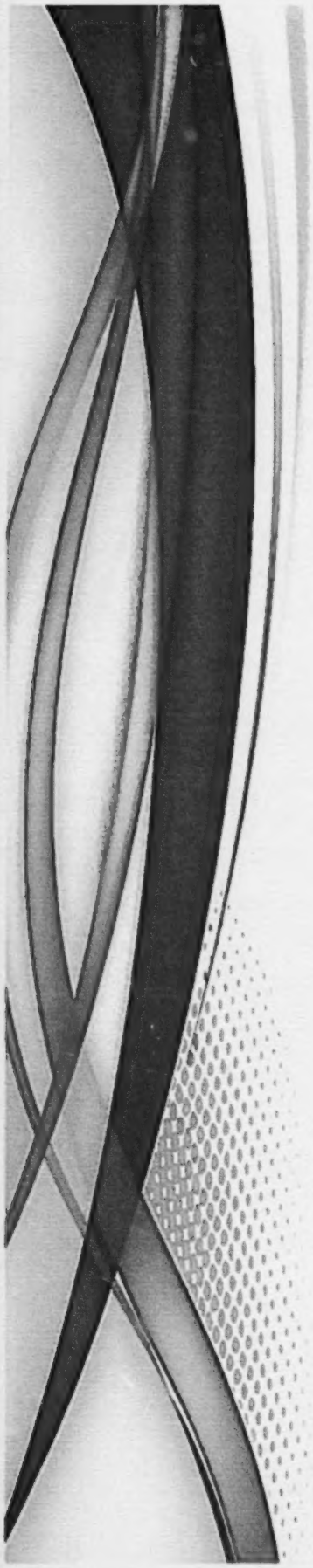

Women's Policy Office

Executive Council

Annual Report 2015–16

Newfoundland Labrador

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Message from the Minister

September 30, 2016

As Minister Responsible for the Status of Women, and in accordance with the Government of Newfoundland and Labrador's commitment to accountability, I am pleased to submit the 2015-16 Annual Report for the Women's Policy Office.

The Women's Policy Office works in collaboration with government departments and agencies, Aboriginal organizations and governments and community partners to advance social and economic prospects for women and ensure that diverse perspectives inform the development of policies, programs, services and legislation.

The Women's Policy Office also plays a lead role in the prevention of violence in Newfoundland and Labrador through the multi-departmental Violence Prevention Initiative. This initiative supports safe and caring homes, schools, workplaces and communities.

This report covers the fiscal year April 1, 2015 to March 31, 2016. As the Minister Responsible for the Status of Women, I am accountable for the results reported in this document. This Annual Report has been prepared in accordance with the Government of Newfoundland and Labrador's *Transparency and Accountability Act* provisions.

I want to acknowledge the contributions made by partners such as Status of Women Councils, Regional Coordinating Committees against Violence, Transition Houses and the Provincial Advisory Council on the Status of Women, among many others, who work to advance the status of women and prevent violence. Without their knowledge, commitment and collaboration, true progress would not be possible.

The Honourable Cathy Bennett
Minister Responsible for the Status of Women

1.0 Organizational Overview

The Women's Policy Office was established in 1985 to provide specific resources within the Government of Newfoundland and Labrador structure to pursue equality for women. The Women's Policy Office is the central agency within the Provincial Government that supports the development of programs and policies to advance the status of women in the province. The office is located within Executive Council, and the staff report to the Minister Responsible for the Status of Women.

1.1 Mandate

The mandate of the office is to:

- Develop and expedite Provincial Government policies and programs to enhance the social and economic status of women in the province and ensure that these are communicated to the public;
- Ensure that the impact on women of all legislation, policies and programs is brought to the attention of the Minister Responsible for the Status of Women, Provincial Government and departments;
- Monitor and review programs and other activities of government departments and agencies to ensure compliance and conformity with the government policy improving the status of women; and
- Liaise with Provincial Government departments and agencies, other governments and advisory councils, and women's organizations on all issues affecting women.

1.2 Vision

The vision of the Women's Policy Office is true social, legal, cultural and economic equality for women and girls in the province of Newfoundland and Labrador.

1.3 Mission

By 2017, the Women's Policy Office will have further enhanced the advancement of women and girls' social, legal, cultural and economic equality in Newfoundland and Labrador.

1.4 Physical Location

The Women's Policy Office is located in St. John's on the fourth floor of the Confederation Building, West Block.

1.5 Staffing

The Women's Policy Office has a core complement of an all-female staff comprised of nine temporary and permanent positions:

- Deputy Minister
- Secretary to Deputy Minister
- Director of Violence Prevention
- Two Senior Policy, Planning and Research Analysts
- Two Senior Program and Policy Development Specialists
- Information Management Technician II
- Administrative Officer I

2.0 Lines of Business

2.1 Policy Analysis and Advisory Services

For the purposes of fulfilling its mandate, the Women's Policy Office works with executive members, directors and policy analysts government-wide to support the application of gender-based analysis to policies, programs, services and legislation. By applying gender-based analysis, the Women's Policy Office supports the Provincial Government's commitment to all women by increasing capacity to address historical barriers.

The work of the Women's Policy Office helps to ensure that the Provincial Government is informed on all issues related to women and girls. The Women's Policy Office analyzes issues affecting women and girls and advises on ways gender equity can be better achieved, recognizing that women and girls experience the world differently and may have different needs than men and boys. Provincial Government departments and agencies are encouraged to seek out current and historical quantitative and qualitative data, sex-disaggregated data, as well as consult with women's organizations on proposed policies, programs, services and legislation.

The Provincial Advisory Council on the Status of Women

The Women's Policy Office provides an operating grant to the Provincial Advisory Council on the Status of Women to support their legislated mandate to advise the Government of Newfoundland and Labrador and the public on matters of importance to women.

2.2 Information Collection and Communication Services

The Women's Policy Office is responsible for collecting information from a variety of sources to provide evidence-informed policy advice. To meet this responsibility, the Women's Policy Office collects statistics and conducts research to assess the current status of women, and identifies systemic inequities and information gaps. As part of the information collection process, the Women's Policy Office consults regularly with women's organizations to identify ongoing and emerging issues of concern, as well as potential solutions. Beyond providing policy advice to Provincial Government departments and agencies, the Women's Policy Office communicates information on the status of women and girls through publications, events and initiatives.

2.3 Special Programs

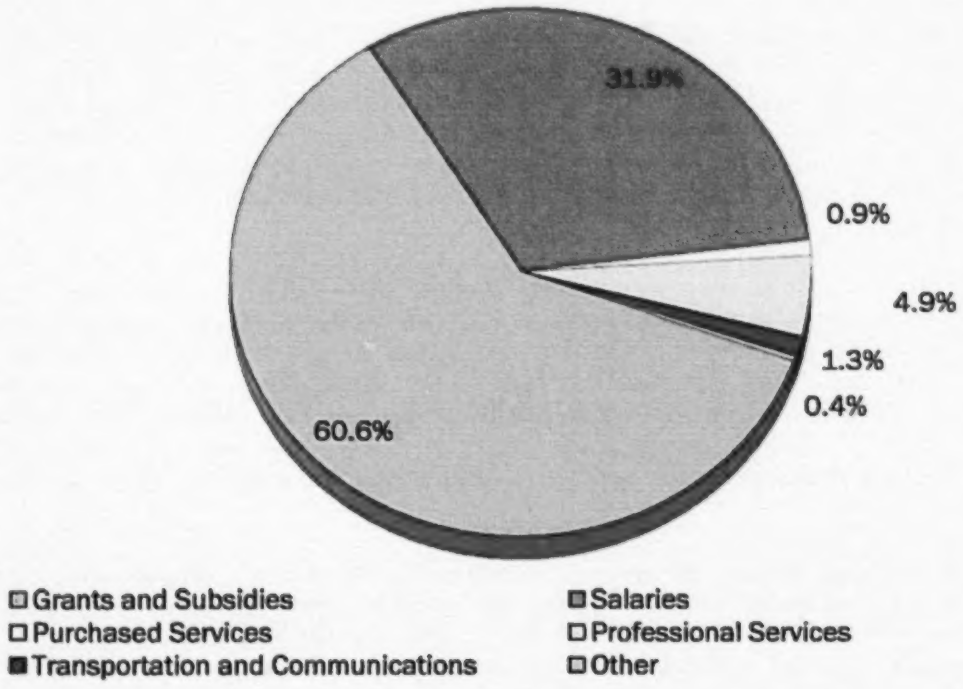
The Women's Policy Office is mandated to take on special programs to advance the status of women and girls. The Women's Policy Office supports the Provincial Government's efforts to advance women's economic equality by requiring Gender Equity and Diversity Plans and/or Women's Employment Plans as a condition of release from environmental assessment processes. The Women's Policy Office partners/leads in overseeing the requirement for Gender Equity and Diversity Plans and Women's Employment Plans. These plans help address traditional employment barriers affecting women, Aboriginal persons, persons with disabilities and visible minorities. They also help address current and projected labour market shortages.

2.4 Violence Prevention Initiative

The Women's Policy Office administers the Violence Prevention Initiative (VPI) in order to advance the Provincial Government's commitment to prevent violence against women and other populations at risk. The VPI is a multi-departmental Provincial Government-community partnership to prevent all forms of violence in Newfoundland and Labrador. The Violence Prevention Initiative provides leadership to help identify the root causes of violence within society, acknowledging that factors such as sex, age, sexual orientation, gender identity, race, ethnicity, ability and socioeconomic status must be considered when contemplating the role that power imbalances and inequality play in fostering a culture of violence.

3.0 Expenditures

In 2015-16, the expenditures of the Women's Policy Office were approximately **$4,159,265** not including the expenditures for the PACSW. Further details on financials can be found under section 8.0.



4.0 Shared Commitments

The mandate and mission of the Women's Policy Office is achieved by working in partnership with the Provincial Advisory Council on the Status of Women, Women's Centres, Regional Coordinating Committees against Violence, Aboriginal governments and organizations, and other equality-seeking community partners, as well as Federal and Provincial Government departments and agencies, and industry.

4.1 Violence Prevention

The Women's Policy Office continued to build and maintain partnerships to prevent violence through the development and launch of a new Violence Prevention Initiative action plan in October 2015: *Working Together for Violence-Free Communities: An Action Plan for the Prevention of Violence in Newfoundland and Labrador 2015-2019*. These partnerships support the Provincial Government's violence prevention strategic direction of improved education and awareness of the impacts of violence, particularly against those most likely to experience violence.

Provincial Government partner departments involved in the Violence Prevention Initiative include: Justice and Public Safety (including the Royal Newfoundland Constabulary and the Royal Canadian Mounted Police); Advanced Education and Skills; Health and Community Services (including Regional Health Authorities); Education and Early Childhood Development; Seniors, Wellness and Social Development; and Child, Youth and Family Services. Provincial Government agencies include the Labrador and Aboriginal Affairs Office, Office of Public Engagement, Newfoundland and Labrador Housing Corporation, and Labour Relations Agency.

Community partners include, but are not limited to: 10 Regional Coordinating Committees Against Violence; eight Women's Centres; 12 Transition Houses; the Transition House Association of Newfoundland and Labrador; Multicultural Women's Organization of Newfoundland and Labrador; Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre; Newfoundland Aboriginal Women's Network; Provincial Advisory Council on the Status of Women; Seniors Resource Centre of Newfoundland and Labrador; and the Citizen's Crime Prevention Association of Newfoundland and Labrador.

4.2 Women in Leadership

The mandate letter for the Minister Responsible for the Status of Women's contains a key commitment to lead the development of a women's leadership strategy to promote gender diversity in leadership. In 2015-16 the Women's Policy Office participated in and/or led a number of initiatives to advance this goal. The Women's Policy Office:

- In partnership with the Office of Public Engagement, led the development of a *Young Women in Leadership* workshop series. A total of 16 sessions were delivered by the province-wide network of Community Youth Networks;

- Organized a meeting with Aboriginal leaders to discuss key issues affecting Aboriginal women in February 2016;
- Held meetings with internal government departments and stakeholder agencies to explore ways to participate in *Directing Change*, a national women in leadership program to improve directing opportunities for women in film and television;
- Participated in meetings with the Women's Economic Council on women's economic security and community economic development in Newfoundland and Labrador;
- Participated internally in the Human Rights Commission's Working Group and provided support to the Independent Appointments Commission; and
- Assisted with the development of a collaborative project proposal in response to the Status of Women Canada call for proposals under the theme, *Leadership: Empowering Indigenous Women for Stronger Communities*. The proposal seeks to secure funding to support the work of four priority areas identified by Aboriginal women in the province.

4.3 Federal/Provincial/Territorial Commitments

The Women's Policy Office collaborated with Status of Women Canada to co-chair the Federal/Provincial/Territorial (F/P/T) Women in Skilled Trades and Technical Professions Task Team. The Task Team contracted the Canadian Apprenticeship Forum to develop a business case document entitled *The Competitive Advantage: A Business Case for Hiring Women in the Skilled Trades* to promote the increased representation of women within the skilled trades and technical professions. The business case targets employers and industry associations and is being used as a promotional and public education tool to engage public and private sector leaders and raise awareness of the benefits to businesses, women and the economy of increasing women's representation in the skilled trades and industry.

The Women's Policy Office is a long-standing member of the F/P/T Family Violence Initiative working group, led and coordinated by the Public Health Agency of Canada, and in January of 2016 was appointed as the provincial/territorial Co-Chair.

Throughout 2015-16, the Women's Policy Office was also engaged in F/P/T working groups on: Underage and Forced Marriage, "Honour" Based Violence and Female Genital Mutilation/Cutting (Justice Canada); Human Trafficking (Public Safety Canada); and Sexual and Other Forms of Violence against Women (Status of Women Canada).

4.4 Atlantic Senior Officials Forum

Throughout 2015-16, the Women's Policy Office continued participation in the Atlantic Forum of Ministers Responsible for the Status of Women. The goals and objectives of the Atlantic Forum are to provide an opportunity for Ministers and Senior Officials to: develop and strengthen the Atlantic voice and perspectives at national forums, such as the F/P/T Forum of Ministers Responsible for the Status of Women; facilitate sharing of each jurisdiction's work with Atlantic colleagues; and provide an opportunity to collaborate regionally through joint activities to address shared priorities.

4.5 Provincial Interdepartmental Commitments

Throughout 2015-16, the Women's Policy Office worked internally with Provincial Government departments and agencies to advance a number of cross-government initiatives including:

- Poverty Reduction Strategy;
- Inclusion Strategy;
- Provincial Healthy Aging Policy Framework;
- Human Rights Commission Working Group;
- Supportive Living Program; and
- Greening Government.

5.0 Highlights and Accomplishments

Aboriginal Violence Prevention Grants Programs

The Women's Policy Office works to increase education and awareness of the impacts of violence on Aboriginal women and children by supporting Aboriginal governments and organizations in developing their own culturally-appropriate initiatives to prevent violence. In 2015-16, the Minister Responsible for the Status of Women awarded a total of $230,000 under the Aboriginal Violence Prevention Grants Program to support 18 violence prevention projects.

Missing and Murdered Aboriginal Women and Girls

Throughout 2015-16 the Women's Policy Office worked in collaboration with the Department of Justice and Public Safety and the Labrador and Aboriginal Affairs Office to coordinate information to address the issue of missing and murdered Aboriginal women and girls. The Women's Policy Office, along with partner departments, continued to participate in meetings with Roundtable Coordinators from National Aboriginal Organizations, provinces, territories and the federal government.

FRAMED Film Education Series

In partnership with the Multicultural Women's Organization of Newfoundland and Labrador, the Women's Policy Office participated in the St. John's International Film Festival's 2015 FRAMED Film Education Series to make a documentary film exploring issues affecting immigrant women transitioning into training and post-secondary programs. The FRAMED Film Education Series offers hands-on, high-quality professional filmmaking camps in order to encourage, support and train people in the craft and business of filmmaking. The resulting film, *Transitions*, was shown at the St. John's International Women's Film Festival in October 2015 and is being used as an educational tool.

Gender-Based Analysis

The Women's Policy Office continued to provide online training on gender-based analysis throughout 2015-16 to members of the Public Service. Status of Women Canada's *Gender-Based Analysis Plus (GBA+)* training is a certificate program offered through the Centre for Learning and Development's PS Access professional development site. In addition, the Women's Policy Office held a Gender-Based Analysis Lunch and Learn session through the Centre for Learning and Development to Provincial Government Policy Analysts.

In July 2015, the Women's Policy Office delivered an information session addressing *Women in Law Enforcement* to the Law Enforcement Gender Equity Committee, which included representation from Her Majesty's Penitentiary, Royal Newfoundland Constabulary, Royal Canadian Mounted Police, Office of the High Sherriff, and Fish and Wildlife Enforcement. The session covered a number of topics, including defining gender equity, information on the

gender gap related to employment, wages and women's representation in law enforcement, and Provincial Government initiatives to advance gender equality.

6.0 Issues – Report on Performance

Throughout this reporting period, the Women's Policy Office continued to work with Provincial Government departments and agencies as well as community organizations to implement programs and initiatives to address the barriers women encounter with respect to social and economic equality and advancement in Newfoundland and Labrador.

6.1 Issue #1: Economic Security

The Provincial Government has developed measures to support women in overcoming barriers to achieving economic security and continues to work on improving opportunities for women. The Provincial Government has put measures in place to ensure that all Newfoundlanders and Labradorians are able to avail of every opportunity in large resource developments by requiring that project operators develop and implement Gender Equity and Diversity Plans for their projects. Outside natural resource developments, the Women's Policy Office requires that medium-size commercial developments implement a Women's Employment Plan prior to release from the Environmental Assessment process.

The Women's Policy Office works to help broaden women's occupational choices. Outreach and education/training initiatives aimed at increasing the number of women in occupations where they are underrepresented are offered by the Women in Resource Development Corporation and the Office to Advance Women Apprentices, both of which are funded by the Government of Newfoundland and Labrador.

The Women's Policy Office helps ensure fairness and quality in programs and services that are important to women in this province. Work underway in this reporting period to advance industry growth and diversification also helped advance women's employment. The Women's Policy Office assists in the negotiation of Gender Equity and Diversity Plans and Women's Employment Plans, and works closely with the Women in Resource Development Corporation, the Office to Advance Women Apprentices and other agencies to better understand barriers to women's economic equality. Through policy analysis and interdepartmental collaboration, the Women's Policy Office makes recommendations that inform new and existing policies and programs.

Goal 1: By March 31, 2017, the Women's Policy Office will have supported Provincial Government departments and agencies in advancing the economic status of women.

Objective 1: By March 31, 2016, the Women's Policy Office will have increased the amount of information provided in relation to women in leadership roles to support the advancement of women in leadership.

Measure: Increased the amount of information provided in relation to women in leadership roles to support the advancement of women in leadership.

Indicator	Progress and Accomplishments
Activities are developed/ongoing with community stakeholders.	<u>Young Women in Leadership</u> In partnership with the Office of Public Engagement the Women's Policy Office led an initiative to develop Young Women in Leadership workshop sessions for the province-wide network of Community Youth Networks. A total of 16 sessions were delivered in the summer and fall of 2015. <u>Roundtables on the Economic Status of Women</u> The Women's Policy Office hosted a full-day roundtable on Aboriginal Women in Mining on February 8, 2016, in Happy Valley - Goose Bay, in partnership with AnânauKatiget Tumingit Regional Inuit Women's Association. This Roundtable opened a week of activities aimed at improving opportunities for women and girls in Labrador's resource-dependent economy. These activities were organized by the Women's Policy Office, Women in Resource Development Corporation, the Office to Advance Women Apprentices and Skills Canada. The purpose of roundtables on the economic status of women is to share information, provide feedback and support, and develop future strategies to improve women's economic well-being. Roundtables also provide a mechanism for the Women's Policy Office to consult with stakeholders on the effectiveness of new and existing government policy and programs. The focus of the February roundtable was: • To share knowledge of individual and systemic barriers to Aboriginal women in Labrador pursuing training and employment and other aspects of participation in the mining industry; and • To share successful best practices for implementing employment and training supports that could help Aboriginal women improve their opportunities within the mining industry <u>Provincial Aboriginal Women's Working Groups</u> At the conclusion of the 2015 Provincial Aboriginal Women's conference, delegates identified five priority areas where ongoing collaborative work is necessary: • Mental health;

	• Violence against women; • Reconnecting generations and engaging youth; • Homelessness; and • Funding. In 2014-15, the Women's Policy Office worked with the Conference Steering Committee to create working groups to explore and recommend solutions to the identified priority areas. The Women's Policy Office supports and participates in each of the five working groups to advance the economic status of Aboriginal women and girls in Newfoundland and Labrador.
Activities are developed/ongoing with government departments.	<u>Gender Equity and Diversity Plans</u> Throughout 2015-16, the Women's Policy Office worked in collaboration with the Department of Natural Resources, Disability Policy Office, Office of Immigration and Multiculturalism and the Labrador and Aboriginal Affairs Office in the negotiation of Gender Equity and Diversity Plans for four resource-development projects. These plans are designed to improve employment opportunities for all target groups: women, Aboriginal persons, visible minorities and persons with disabilities. Gender Equity and Diversity Plans are required of all medium-large scale resource developments with benefits agreements in mining, energy, and oil and gas industries. Such plans act as a special measure to address the gender wage gap, employment barriers that women continue to face in male-dominated occupations, and the low levels of procurement in these industries for women-owned businesses. <u>Women's Employment Plans</u> The Women's Policy Office also worked in collaboration with the Department of Environment and Conservation to develop Women's Employment Plans. Throughout 2015-16, the Women's Policy Office intervened in the Environmental Assessment process to require Women's Employment Plans for six medium-scale commercial projects outside the scope of resource-based projects with benefits agreements. Women's Employment Plans aim to increase opportunities for apprenticeship and employment in occupations where women are under-represented. <u>Young Women in Leadership Sessions</u>

	The Women's Policy Office worked with the Office of Public Engagement in 2015-16 to continue development and delivery of the Young Women in Leadership workshops.
Collaborated with work on FPT committees.	<u>Women on Boards Task Team</u> In 2015-16, the Women's Policy Office collaborated with Status of Women Canada to participate in the F/P/T Women on Boards Task Team and co-chair the F/P/T Women in Skilled Trades and Technical Professions Task Team to produce the report *The Competitive Advantage: A Business Case for Hiring Women in the Skilled Trades*.

Objective 3: **By March 31, 2017, the Women's Policy Office will have compiled and disseminated information and facilitated special measures as needed to support women in non-traditional occupations and training.**

Measure: **Compiled and disseminated information and facilitated special measures as needed to support women in non-traditional occupations and training.**

Indicators:

- **Worked with internal government departments/agencies to improve policies and programs and advise on special measures related to women's employment and training.**
- **Worked with stakeholder organizations to develop programs and disseminate information related to women's employment and training.**

6.2 Issue #2: Social Security

The Provincial Government considers advancing the status of women and girls a top priority and continues to work diligently with stakeholders to support women in our province. Social well-being is a function of many variables including: health, housing, safety, cultural and political participation, justice, education, employment, income, leisure, social relationships, consumption and sustainability. The Women's Policy Office works to promote women's social well-being through its work with provincial departments, partners and stakeholders.

the Women's Policy Office ensures equitable access for women to programs and policies that will benefit them socially in order to assist the Provincial Government in improving opportunities for women through the removal of systemic barriers, The Women's Policy Office provides annual operating grants to eight Women's Centres, the Multicultural Women's Organization of Newfoundland and Labrador, and the Newfoundland Aboriginal Women's Network to support their work in advancing the needs of women through the

delivery of core services in information and referral, direct services, public education and outreach, and community leadership.

Gender-based analysis examines the differences in the lives of women and men, particularly those conditions that lead to social and economic inequality for women. Through the use of gender-based analysis the Women's Policy Office is able to identify systemic barriers and impacts that policy might have on women and girls in this province. Throughout this reporting period, the Women's Policy Office continued to work with departments to advance the social equality of women through the application of gender-based analysis to policies and programs.

Goal 1: By March 31, 2017, the Women's Policy Office will have supported Provincial Government departments and agencies in advancing the social status of women.

Objective 1: By March 31, 2016, the Women's Policy Office will have supported the advancement of social well-being for women and girls in rural and remote areas of the province.

Measure: Supported the advancement of social well-being for women and girls in rural and remote areas of the province.

Indicator	Progress and Accomplishments
Hosted Aboriginal Women's Conference.	<u>Provincial Aboriginal Women's Conference</u> In 2015-16, the Women's Policy Office worked collaboratively with a provincial Aboriginal Women's Conference Steering Committee to fund, organize and facilitate the ninth annual Aboriginal Women's Conference in Conne River in September 2015: *The Path to the Good Life: Aboriginal Women Empowering Aboriginal Women*. The conference provided an opportunity for Aboriginal women from across the province to connect, share experiences and plan steps necessary to aid in the improvement of the social and economic quality of life of Aboriginal women in their communities. The Steering Committee, consisting of representatives from 11 Aboriginal organizations from across the province, determined the conference theme, agenda, speakers, and cultural activities. The Women's Policy Office facilitated and provided support to the Steering Committee throughout the planning and implementation process. At the conclusion of the 2015 conference, conference

	delegates identified five priority areas where ongoing collaborative work is necessary: • Mental health; • Violence against women; • Reconnecting generations and engaging youth; • Homelessness; and • Funding. <u>Aboriginal Women's Working Groups</u> Since October 2015, the Women's Policy Office worked with the Provincial Aboriginal Women's Conference Steering Committee to support the creation of working groups to explore and recommend solutions to the identified priority areas. The Women's Policy Office participates in each of the five working groups to advance the social status of Aboriginal women and girls in Newfoundland and Labrador. During the winter of 2016, the working group on funding was established and developed a collaborative project proposal in response to the Status of Women Canada call for proposals on 'Empowering Indigenous Women for Stronger Communities.' The proposal, a partnership among several of the Aboriginal groups, seeks to secure funding to support the work of all the priority topics.
Collaborated with FPT committee work.	<u>Women on Boards Task Team</u> Throughout 2015-16, the Women's Policy Office participated in Status of Women Canada's F/P/T Women on Boards Task Team and co-chaired the F/P/T Women in Skilled Trades and Technical Professions Task Team. The Women in Skilled Trades and Technical Professions Task Team contracted the Canadian Apprenticeship Forum to develop a business case document entitled *The Competitive Advantage: A Business Case for Hiring Women in the Skilled Trades* to promote the increased representation of women within the skilled trades and technical professions. The business case targets employers and industry associations and is being used as a promotional and public education tool to engage public and private sector leaders and raise awareness of the benefits to businesses, women and the economy of increasing women's representation in the skilled trades and industry. This document is housed on the Women's Policy Office website.

Objective 3: By March 31, 2017, the Women's Policy Office will have undertaken initiatives to educate girls, educators and families about the risks associated with social media.

Measure: Undertaken initiatives to educate girls, educators and families about the risks associated with social media.

Indicators:

- Worked with internal government departments and agencies to develop and disseminate information for educators about the risks associated with social media.
- Worked with community partners and stakeholders to develop and disseminate educational materials for girls and families about the risks associated with social media.

6.3 Issue #3: Violence Prevention

The Provincial Government is strongly committed to preventing violence in Newfoundland and Labrador through the Violence Prevention Initiative. The Initiative is a Provincial Government-community partnership to find long-term solutions to violence, focusing on why some populations are more likely to experience violence than others.

June 2015 marked the 20th anniversary of the first Provincial Government strategy against violence in Newfoundland and Labrador. The five-year strategy, *Towards the Year 2000*, was launched in June 1995, and followed by the Violence Prevention Initiative's five-year *Anti-Violence Policy Framework* from 2000 to 2005, and *Taking Action Against Violence* from 2006 to 2012.

In 2015-16, the Provincial Government released a new four-year Violence Prevention Initiative action plan - *Working Together for Violence-Free Communities* – following a comprehensive evaluation process informed by: (1) consultations with stakeholders and the public; (2) focus groups with female victims of violence in urban and rural areas; (3) 2010 Provincial Survey of Attitudes Towards Violence and Abuse; (4) jurisdictional scan of violence prevention plans in Canada; (5) police-reported violent crime data; and (6) a review of primary and secondary research.

Working Together for Violence-Free Communities identifies 64 policy actions and three accountability actions under four strategic priority areas: (1) increasing public awareness: positively changing attitudes and behaviors towards violence and abuse; (2) addressing violence against Aboriginal women and children; (3) increasing participation and leadership: engaging and mobilizing communities; and (4) strengthening research, policies, programs and services. The implementation of these action items will help advance the vision of the Violence Prevention Initiative, which is: *Newfoundlanders and Labradorians live, learn and work in a society which is violence free.*

In February 2016, in order to strengthen collaboration with community organizations, the Minister Responsible for the Status of Women began regional discussions with violence prevention partners throughout the province to obtain feedback on the new action plan. The action plan is considered a living document; ongoing discussions with partners, stakeholders and survivors of violence will continue to inform the plan over its duration.

Educating everyone in the province, at every age, is an important step to preventing violence and abuse. Work underway in this reporting period continued to advance the Provincial Government's strategic direction to improve education and awareness about the impacts of violence, particularly against those most likely to experience violence.

Goal 1: By March 31, 2017, the Women's Policy Office will have undertaken initiatives to address violence against populations likely to experience violence.

Objective 1: By March 31, 2016, the Women's Policy Office will have developed new initiatives to raise public awareness and positively change attitudes and behaviours towards violence and abuse.

Measure: Developed new initiatives to raise public awareness and positively change attitudes and behaviours towards violence and abuse.

Indicator	Progress and Accomplishments
Conducted research to inform the development of public awareness materials.	<u>Research on Public Awareness Materials</u> In October of 2015, the Violence Prevention Initiative contracted M5 in the amount of $35,000 to build upon the results of market research completed in 2014-2015 and to develop initial themes and concepts for a new violence prevention marketing campaign. Two conceptual themes were developed based upon the market research findings and an examination of violence prevention models and campaigns in other jurisdictions: increasing public awareness and recognition of different forms of violence and abuse; and motivating the public to take action to prevent / intervene in violence. To complement this work, the Violence Prevention Initiative undertook an in-house research review of best and promising practices to both increase public awareness and recognition of the various forms of violence, and to target bystanders or witnesses to take action against violence. This work was to ensure any potential campaigns or awareness materials developed were soundly embedded in proven violence prevention and intervention theories and strategies.

	The Provincial Government will be developing new materials based on the two concepts to reach the public, including the development of a new website and the use of social media platforms. Several meetings were held throughout 2015-16 with the Office of the Chief Information Officer and the Communications and Consultations Branch to continue work on a new website that is fully accessible and more user-friendly, and that will also incorporate the two conceptual/thematic elements proposed by M5. The website is expected to be launched in 2016-17.
Revised and updated existing public awareness materials to engage the public in violence prevention.	<u>Updated and New Online Materials</u> Through the development of a new Violence Prevention Initiative website, many web-based information materials and fact sheets were redeveloped or updated over the last year to increase public awareness and to positively change attitudes and behaviors towards violence and abuse, such as tips to help victims of violence, how to become involved in violence prevention, and updated police-reported statistics. In addition, some new website materials were researched and developed over the last year. These include a series of nine fact sheets on intimate partner violence, ideas on how the public can support child victims of violence, and information about Violence Prevention Month.
Developed and implemented new public awareness materials for the prevention of violence and abuse against populations most at risk.	<u>Community Stakeholder Engagement</u> The Minister Responsible for the Status of Women began a community stakeholder consultation process in February 2016 to hear from community partners their views on issues where the Provincial Government should focus its violence prevention efforts. Stakeholder meetings took place in February 2016 in Happy Valley-Goose Bay and Corner Brook. Additional sessions held in May and June of 2016 will be reported on in the 2016-17 annual report. The recommendations from all of the stakeholder sessions will be used to enhance the new Violence Prevention Initiative Action Plan, including recommendations on public awareness, education and training materials. <u>Violence Prevention Month</u> Each year, the month of February is recognized as Violence Prevention Month in Newfoundland and Labrador to increase

	public awareness and understanding of violence and abuse. During Violence Prevention Month in February 2016, the Violence Prevention Initiative worked collaboratively with community partners and stakeholders such as the Regional Coordinating Committees Against Violence and the Provincial Advisory Council on the Status of Women to help support and showcase local and regional events and public awareness materials rather than create new materials. Partners throughout the province held a wide variety of activities and events to increase and community awareness and responsiveness to violence, including walks against violence, Violence Awareness and Action Training, media stories and interviews, community skating events, film screenings, and many others. In the Avalon East region of the province, the Violence Prevention Initiative participated in a working group led by the Coalition Against Violence Avalon East to develop and implement a Twitter hashtag campaign - #OneIdeaNL – to invite members of the public to identify ways to stop violence in our homes, workplaces and communities. Many local groups and individuals shared their ideas on how to prevent violence, reiterating the need for collaboration and education among groups, and fairness, respect and equality among individuals. The Women's Policy Office helped support the Provincial Advisory Council on the Status of Women's multi-year provincial project involving organizations conducting short interviews with residents about their understanding of violence to develop an audio track. Soundbites from the interviews will be mixed together into a soundtrack, featuring the voices of Newfoundlanders and Labradorians expressing their understanding of violence. Over the next year, Community Youth Networks, Women's Centres, Regional Coordinating Committees against violence and other groups will interview residents in various regions of the province. The Women's Policy Office also supported the Minister Responsible for the Status of Women in hosting a Violence Prevention Month roundtable event in St. John's in February 2016 at the Hungry Heart Café with several representatives of local community organizations. Participants discussed ways to end violence and to instill in young people at an early age the importance of fairness, equality and respect for everyone.

Objective 3: By March 31, 2017, the Women's Policy Office will have collaborated with the Newfoundland and Labrador Statistics Agency to undertake new primary research regarding violence and abuse in the Newfoundland and Labrador context.

Measure: Collaborated with the Newfoundland and Labrador Statistics Agency to undertake new primary research regarding violence and abuse in the Newfoundland and Labrador context.

Indicators:

- Data collection completed for the *Provincial Violence Prevalence Survey*.
- Final report and results of the *Provincial Violence Prevalence Survey* publicly shared and disseminated.
- Work commenced on the development of the second Provincial Survey of Attitudes towards Violence and Abuse.

7.0 Opportunities and Challenges

Gender Equity and Diversity Plans / Women's Employment Plans

Given this province's economic position and outlook, continuing work on gender-based analysis and the further development of Gender Equity and Diversity Plans and Women's Employment Plans is integral to supporting the social and economic advancement of women and other underrepresented groups in this province. These are key areas of focus for the Women's Policy Office. Several plans will be developed in the upcoming year and the Women's Policy Office will continue to advance all aspects of women's participation in training and employment.

Aboriginal Women

In 2015-16, the Women's Policy Office worked with the Provincial Aboriginal Women's Conference Steering Committee to create working groups to explore and recommend solutions to five priority topics identified at the conclusion of the 2015 conference: mental health; violence against women; funding; reconnecting generations; engaging youth; and homelessness. The Women's Policy Office is helping facilitate the activities of the working groups, sharing evidence-based information and helping build relationships between departments and agencies and Aboriginal organizations. The working groups will continue to provide an opportunity for improved coordination and collaboration between the Women's Policy Office and Aboriginal organizations to advance the social and economic status of Aboriginal women as well as to prevent violence against Aboriginal women and children.

Data Collection

The Women's Policy Office will continue to collaborate with the Newfoundland and Labrador Statistics Agency and other government departments and stakeholder organizations to collect and disseminate gender-disaggregated data (provincial and federal) in the areas of social security, economic security, and violence prevention including employment, income, wage gap, leadership, training and apprenticeship, population demographics, health, and police-reported crime. This data will support the Provincial Government in making informed, evidence-based policy, program and funding decisions regarding the status of women and the prevention of violence over the next year.

8.0 Financial Statements (Unaudited)

Expenditure and revenue figures included in this document are based on public information provided in the Report on the Program Expenditures and Revenues of the Consolidated Revenue Fund for Fiscal Year Ended March 31, 2016. Audited financial statements are a requirement at the Provincial Government level and are made public through the Public Accounts process; however, the Women's Policy Office is not required to provide a separate audited financial statement.

Office of the Executive Council		Actual ($)	Amended ($)	Original ($)
Women's Policy Office				
	Women's Policy Office			
	01. Salaries	1,328,228	1,411,400	1,009,200
	02. Employee Benefits	2,299	4,500	4,500
	03. Transportation and Communications	52,349	113,600	113,600
	04. Supplies	10,527	17,500	17,500
	05. Professional Services	204,118	334,500	334,500
	06. Purchased Services	39,082	209,200	209,200
	07. Property, Furnishings and Equipment	480	3,700	3,700
	10. Grants and Subsidies	2,522,182	2,541,100	2,541,100
	02. Revenue – Provincial	-	-	-
TOTAL - Women's Policy Office		4,159,265	4,635,500	4,233,300
	Provincial Advisory Council on the Status of Women (PACSW)			
	10. Grants and Subsidies	446,300	446,300	446,300
TOTAL - PACSW		446,300	446,300	446,300
TOTAL - Women's Policy Office		4,605,565	5,081,800	4,679,600